

IP PRAGMATICS

# IP Pragmatics Consulting Team

## Biographies

### Rupert Osborn

#### CEO & Principal Consultant

Dr Rupert Osborn has worked in the field of technology commercialisation since 1996. His specific areas of expertise are transaction support (particularly licensing strategy and negotiation) and innovation management and strategy. He helps organisations embrace open innovation through strategic intellectual property advice, training and hands-on deal making support. His experience covers the commercialisation of different forms of intellectual property including trademark, copyright and patent licensing. He has particular expertise in the Agricultural Biotechnology sector having gained industry experience with Zeneca Agrochemicals (now Syngenta) prior to founding IP Pragmatics. Rupert has an MA from Cambridge University and a PhD from Warwick University.

### Claude Kaplan

#### Managing Director, Consulting & Principal Consultant

Dr Claude Kaplan has over 12 years' experience in commercialising technologies from multinationals, SMEs, government research institutes and universities across UK, EU, US, Japan and New Zealand. His specific focus is on the commercialisation of technologies in Animal Health, In-Vitro Diagnostics and Life Science Research. He has successfully launched and run 2 spin-outs from UK institutes; one in animal diagnostics and one in infectious disease diagnostics. He holds a MA & PhD from University of Cambridge, professional qualifications in law, human resources & marketing and gained his industrial experience with Unilever and TTP.

### Ronnie Georghiou

#### Managing Director, Australia & New Zealand

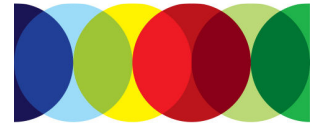
Following over six years of managing late-stage global clinical trials with big pharma, Ronnie Georghiou joined IP Pragmatics in 2007. To date he has led two long-term commercialisation projects within public research institutes, provided business development and competitive intelligence support to a number of SMEs and been directly involved with securing >£3M (public and private funding) for client commercialisation opportunities.

More recently in Oct 2010, Ronnie successfully established the Australia & New Zealand office in Sydney. His specific focus is on commercialising products and services spanning anti-infectives, pharmaceuticals, IVD diagnostics and Fast Moving Consumer Goods markets. He holds a BSc (Hons) in Medical Biochemistry from University of London and an MBA from Imperial College.

### Rufus Charles

#### Specialist Associate

Rufus Charles has been working on the exploitation of life science IP for the last 10 years. Prior to joining IPPL he led the new ventures arm of a technology transfer company where he was instrumental in founding the £4M Icení Seedcorn Fund and served on its investment board. He also established operations for and served on the board of a large biocubator facility. Additionally, Rufus has experience in life science licensing, food & agri business and consulting in the UK and overseas. Rufus has an MSc from Imperial College and an MBA from INSEAD.



**IP PRAGMATICS**

## Louise Sarup

### **Senior Business Development Manager**

Dr Louise Sarup has over ten years' experience in business development, licensing and marketing in the life science sector. In July 2010 Louise successfully established a representative office of IP Pragmatics in Singapore. Her specific focus is on delivering business development consulting services across all aspects of technology commercialisation to clients in South East Asia. She has experience of evaluating and negotiating licensing deals for clinical and late pre-clinical stage products from multinationals and SMEs across a wide range of therapeutic areas as well as commercialising early stage university medical research. In addition to her business development experience Louise has developed PR and marketing campaigns for life science technology companies, global pharmaceutical products and biotech start-ups. Louise holds a PhD from University College London, a BEng (Hons) from Newcastle University and an MSc from Nottingham Trent as well as professional qualifications in science communication and media practice.

## Elaine Eggington

### **Senior Business Development Manager**

Elaine Eggington has over 11 years experience in commercialising early stage technologies through venture capital investment and consultancy. She was the Investment Manager with day to day responsibility for the Lachesis Fund, the £8m University Challenge Fund for the East Midlands, managing a portfolio of 30 start-up companies and development technologies. Her areas of specialisation include Instrumentation, Vaccines and Fundraising Support. Previously, she spent 12 years as an information manager in the life sciences industry, working in the NHS, at Peptide Therapeutics and Schering Agrochemicals. She has an MA from the University of Cambridge and an MSc from The City University.

## Quinton Fivelman

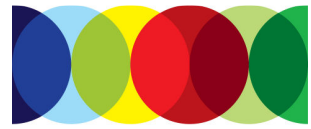
### **Business Development Manager**

Dr Quinton Fivelman is a life science business development manager and has a range of business consultancy and development experience in European and developing world markets. He previously managed business development and knowledge transfer at the London School of Hygiene and Tropical Medicine (University of London) where he was responsible for managing proof of concept funding for a range of public health technologies and launching new business initiatives by assisting many projects to move from the laboratory to the marketplace. He has a PhD in malaria molecular genetics and drug combinations from the London School of Hygiene and Tropical Medicine and an Honours degree in Pharmacology, Chemistry and Microbiology from the University of Cape Town, South Africa.

## Madhu Madhusudhan

### **Business Development Manager**

Dr Madhu V Madhusudhan has over 11 years experience in agricultural based research businesses in India and New Zealand in companies which includes multinational such as Cargill Seeds and Novartis and start-ups such as BioDiscovery NZ limited. He has expertise in the areas of agricultural biotechnology and agrochemicals (including biopesticides) and discovery and development of natural products for agrochemical applications and biotechnological applications. He also has extensive expertise in the use of both Internet-based as well as a range of limited-access databases such as Dialog and Aureka to access and report both scientific and market information, including patent analysis. He has a MSc (Entomology) and a PhD from the University of Adelaide, Australia.



IP PRAGMATICS

# Sophie Brayne

## Marketing & Business Development Manager

Sophie Brayne completed her degree in Biological Sciences with Pharmacology Honours at the University of Edinburgh in 2011. Prior to joining IP Pragmatics, she worked with science policy at the Society of Biology and in the marketing division of Pfizer Animal Health in New York. Her role involves coordinating our marketing efforts and includes responsibility for the UK marketing of IPRIS, our unique patent renewals partner for University and small/ medium-sized clients.